



WKMG

ORDER

Print Date 08/30/12

Page 1 of 5

Flight Dates 10/30/12-11/12/12

Contract / Revision 248280 /

Original Date / Revision
05/15/12 08/28/12

Advertiser Democratic Congressional C

Agency Great American Media

Buying Contact

1010 Wisconsin Avenue NW
Suite 800
Washington, DC 20007

Product

DCCC

Agency Com 15%

Billing Contact

1010 Wisconsin Avenue NW
Suite 800
Washington, DC 20007

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1192

Alt Order # 06144625

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PA-Democrat

Priority P-3

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 195015

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	76	\$165,762.75	\$195,015.00	0.00	10/29/12	11/06/12	76	\$165,762.75	\$195,015.00
Totals	76	\$165,762.75	\$195,015.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WKMG	10/30/12	11/05/12	M-F 11p News M-F 11p News	CM	11-1135p	MT--F--	:30	3	\$2,500.00	P-3	0.00	NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MT--F--					3	\$2,500.00		0.00			
N 2	WKMG	10/30/12	11/05/12	M-F David Letterman David Letterman	CM	1136p-1238a	MTWTF--	:30	5	\$725.00	P-3	0.00	NM	5	\$3,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					5	\$725.00		0.00			
N 3	WKMG	10/30/12	11/05/12	11-12p Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	5	\$900.00	P-3	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					5	\$900.00		0.00			
N 4	WKMG	10/30/12	11/05/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	MTWTF--	:30	3	\$725.00	P-3	0.00	NM	3	\$2,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					3	\$725.00		0.00			



WKMG

Print Date: 08/30/12

Page 2 of 5

Contract / Revision **248280** Flight Dates **10/30/12-11/12/12**

Hiatus Dates

Original Date / Revision 05/15/12/ 08/28/12

Order Sep 00:15:00

Advertiser **Democratic Congressional** Product **DCCC**

Estimate # **1192**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 4	WKMG	10/30/12	11/05/12	Local 6 News 12-1230p CM Local 6 News 12-1230p		12-1230p	MTWTF--	:30	3	\$725.00	P-3	0.00 NM	3	\$2,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	MTWTF--					3	\$725.00		0.00		
N 5	WKMG	10/30/12	11/05/12	Morn News at 5a CM Morn News at 5a		5-530a	MTWTF--	:30	2	\$350.00	P-3	0.00 NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	MTWTF--					2	\$350.00		0.00		
N 6	WKMG	10/30/12	11/05/12	News at 5p CM News at 5p		5-530p	MTWTF--	:30	5	\$700.00	P-3	0.00 NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	MTWTF--					5	\$700.00		0.00		
N 7	WKMG	10/30/12	11/05/12	Morn News at 530a CM Morn News at 530a		530-6a	MTWTF--	:30	3	\$400.00	P-3	0.00 NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	MTWTF--					3	\$400.00		0.00		
N 8	WKMG	10/30/12	11/05/12	News at 6p CM News at 6p		6-630p	MTWTF--	:30	5	\$800.00	P-3	0.00 NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	MTWTF--					5	\$800.00		0.00		
N 9	WKMG	10/30/12	11/05/12	Morn News at 6a CM Morn News at 6a		6-7a	MTWTF--	:30	1	\$500.00	P-3	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	MTWTF--					1	\$500.00		0.00		
N 10	WKMG	10/30/12	11/05/12	CBS Evening News CM CBS Eve News		630-7p	MTWTF--	:30	5	\$1,500.00	P-3	0.00 NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	MTWTF--					5	\$1,500.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WKMG	10/30/12-11/05/12		CBS Evening News		630-7p	MTWThF----	:30		(\$1,500.00)		0.00 NM		
See MG 10.8														
[Oversold]														
2	WKMG	10/30/12-11/05/12		CBS Evening News		630-7p	MTWThF----	:30		(\$1,500.00)		0.00 NM		
See MG 10.6, 10.7														
[Oversold]														
3	WKMG	10/30/12-11/05/12		CBS Evening News		630-7p	MTWThF----	:30		(\$1,500.00)		0.00 NM		
See MG 10.8														
[Oversold]														
6	WKMG	10/30/12-11/02/12		Morn News at 6a		6-7a	-TWThF----	:30		\$750.00		0.00 NM		
Ⓜ MG for 10.2 11/05														
7	WKMG	10/30/12-11/02/12		Morn News at 6a		6-7a	-TWThF----	:30		\$750.00		0.00 NM		
Ⓜ MG for 10.2 11/05														
8	WKMG	10/31/12-11/01/12		M-F 11p News		11-1135p	--WTh-----	:30		\$3,000.00		0.00 NM		
Ⓜ MG for 10.1, 10.3														
N 11	WKMG	10/30/12	11/05/12	News at 7p CM News at 7p		7-7:30p	MTWTF--	:30	2	\$900.00	P-3	0.00 NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	MTWTF--					2	\$900.00		0.00		
N 12	WKMG	10/30/12	11/05/12	CBS This Morning CM The Early Show		7-9a	MTWTF--	:30	6	\$400.00	P-3	0.00 NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		



WKMG

Print Date: 08/30/12

Page 3 of 5

Contract / Revision

248280

Flight Dates 10/30/12-11/12/12

Hiatus Dates

Original Date / Revision 05/15/12/ 08/28/12

Order Sep 00:15:00

Advertiser Democratic Congressional Product DCCC

Estimate # 1192

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 12	WKMG	10/30/12	11/05/12	CBS This Morning The Early Show	CM	7-9a	MTWTF--	:30	6	\$400.00	P-3	0.00 NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--			6		\$400.00		0.00			
N 13	WKMG	10/30/12	11/05/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	MTWTF--	:30	2	\$300.00	P-3	0.00 NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--			2		\$300.00		0.00			
N 14	WKMG	11/02/12	11/02/12	Fri Prime 10p Blue Bloods	CM	10-11p	----2--	:30	2	\$9,500.00	P-3	0.00 NM	2	\$19,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----2--			2		\$9,500.00		0.00			
N 15	WKMG	11/02/12	11/02/12	Fri Prime 9p CSI:NY	CM	9-10p	----1--	:30	1	\$8,000.00	P-3	0.00 NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--			1		\$8,000.00		0.00			
N 16	WKMG	11/03/12	11/03/12	Sat 11p News Sat 11p News	CM	11-1135p	-----1-	:30	1	\$2,000.00	P-3	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1-			1		\$2,000.00		0.00			
N 17	WKMG	11/03/12	11/03/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----1-	:30	1	\$675.00	P-3	0.00 NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1-			1		\$675.00		0.00			
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1		WKMG	10/29/12-11/04/12	Sat 6p News			6-630p	-----Sa--	:30	(\$675.00)	0.00	NM		
See MG 17.2														
[NEED MG OFFERS]														
2		WKMG	10/30/12-11/02/12	News at 5p			5-530p	-TWThF----	:30	\$675.00	0.00	NM		
Ⓜ MG for 17.1 11/03														
N 18	WKMG	11/03/12	11/03/12	7-9a CBS This Morn Sa 7-9a Sat Early Show	CM	7-9a	-----2-	:30	2	\$450.00	P-3	0.00 NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----2-			2		\$450.00		0.00			
N 19	WKMG	11/03/12	11/03/12	Sat Prime 9p Crimetime Sat	CM	9-10p	-----1-	:30	1	\$3,000.00	P-3	0.00 NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1-			1		\$3,000.00		0.00			
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1		WKMG	10/29/12-11/04/12	Sat Prime 9p			9-10p	-----Sa--	:30	(\$3,000.00)	0.00	NM		
See MG 19.2														
[Program N/A as this is NCAA Football]														
2		WKMG	11/02/12-11/02/12	Fri Prime 8p			8-9p	-----F----	:30	\$3,000.00	0.00	NM		
Ⓜ MG for 19.1 11/03														
N 20	WKMG	11/04/12	11/04/12	Face The Nation Face The Nation	CM	1030-11a	-----1	:30	1	\$1,700.00	P-3	0.00 NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1			1		\$1,700.00		0.00			
N 21	WKMG	11/04/12	11/04/12	Sun 11p News after NFL Sun 11p News after NFL	CM	Late News	-----1	:30	1	\$3,500.00	P-3	0.00 NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			



WKMG

Print Date: 08/30/12

Page 4 of 5

Contract / Revision **248280** Flight Dates **10/30/12-11/12/12**

Hiatus Dates

Original Date / Revision 05/15/12/ 08/28/12

Order Sep 00:15:00

Advertiser **Democratic Congressional** Product **DCCC**

Estimate # **1192**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N21	WKMG	11/04/12	11/04/12	Sun 11p News after NFLCM Sun 11p News after NFL	Late News		-----1	:30	1	\$3,500.00	P-3	0.00 NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-----1		1				\$3,500.00		0.00		
N22	WKMG	11/04/12	11/04/12	NFL Game 2 NFL Game 2	CM	various (4:15 PM-7:00 PM)	-----1	:30	1	\$10,000.00	P-3	0.00 NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-----1		1				\$10,000.00		0.00		
N23	WKMG	11/04/12	11/04/12	6-830a Sun News 6-830a Sun News	CM	6a-830a	-----2	:30	2	\$250.00	P-3	0.00 NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-----2		2				\$250.00		0.00		
N24	WKMG	11/04/12	11/04/12	Sun 630p News No Show/NFL gm2	CM	630-7p	-----1	:30	1	\$815.00	P-3	0.00 NM	2	\$815.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-----1		1				\$815.00		0.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
	1	WKMG	10/29/12-11/04/12	Sun 630p News		630-7p	-----Su	:30		(\$815.00)		0.00 NM		
	See MG 24.2,24.3 [NEED MG OFFERS]													
	2	VKMG	10/30/12-10/31/12	Morn News at 6a		6-7a	-TW-----	:30		\$410.00		0.00 NM		
	Ⓜ MG for 24.1 11/04													
	3	VKMG	11/01/12-11/02/12	Morn News at 6a		6-7a	---ThF----	:30		\$405.00		0.00 NM		
	Ⓜ MG for 24.1 11/04													
N25	WKMG	11/04/12	11/04/12	Sun Prime 7-8p Sun 7-8p	CM	7-8p	-----1	:30	1	\$8,500.00	P-3	0.00 NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-----1		1				\$8,500.00		0.00		
N26	WKMG	11/04/12	11/04/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$2,100.00	P-3	0.00 NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-----1		1				\$2,100.00		0.00		
N27	WKMG	10/30/12	10/30/12	Tue Prime 8p NCIS	CM	8-9p	-2-----	:30	2	\$13,000.00	P-3	0.00 NM	2	\$26,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-2-----		2				\$13,000.00		0.00		
N28	WKMG	10/30/12	10/30/12	Tue Prime 9p NCIS:LA	CM	9-10p	-2-----	:30	2	\$10,000.00	P-3	0.00 NM	2	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-2-----		2				\$10,000.00		0.00		
N29	WKMG	10/31/12	10/31/12	Wed Prime 10p CSI	CM	10-11p	--2----	:30	2	\$10,000.00	P-3	0.00 NM	2	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	--2----		2				\$10,000.00		0.00		
N30	WKMG	10/31/12	10/31/12	Wed Prime 8p Survivor	CM	8-9p	--1----	:30	1	\$8,000.00	P-3	0.00 NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	--1----		1				\$8,000.00		0.00		
N31	WKMG	10/31/12	10/31/12	Wed Prime 9p Criminal Minds	CM	9-10p	--2----	:30	2	\$9,500.00	P-3	0.00 NM	2	\$19,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		



WKMG

Print Date: 08/30/12

Page 5 of 5

Contract / Revision **248280** Flight Dates **10/30/12-11/12/12**

Hiatus Dates

Original Date / Revision 05/15/12/ 08/28/12

Order Sep 00:15:00

Advertiser **Democratic Congressional** Product **DCCC**

Estimate # **1192**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 31	WKMG	10/31/12	10/31/12	Wed Prime 9p Criminal Minds	CM	9-10p	--2----	:30	2	\$9,500.00	P-3	0.00 NM	2	\$19,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--2----					2	\$9,500.00		0.00		
N 32	WKMG	11/03/12	11/03/12	5-7a Sat News Sat 5-7a News	CM	5-7a	-----1-	:30	1	\$200.00	P-3	0.00 NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----1-					1	\$200.00		0.00		
N 33	WKMG	11/06/12	11/06/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	-T-----	:30	1	\$725.00	P-3	0.00 NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/06/12	11/12/12	-T-----					1	\$725.00		0.00		
N 34	WKMG	11/06/12	11/06/12	Morn News at 530a Morn News at 530a	CM	530-6a	-T-----	:30	1	\$400.00	P-3	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/06/12	11/12/12	-T-----					1	\$400.00		0.00		
Totals													76	\$195,015.00



WKMG

ORDER

Print Date 08/30/12

Page 1 of 4

Flight Dates 10/16/12-10/22/12

Contract / Revision

248281 /

Product

DCCC

Original Date / Revision

05/15/12 08/28/12

Agency Com 15%

Billing Contact

Advertiser Democratic Congressional C

1010 Wisconsin Avenue NW
Suite 800
Washington, DC 20007

Agency Great American Media

Buying Contact

Sales Office PHI

Sales Region NAT

Agency Ref

1010 Wisconsin Avenue NW
Suite 800
Washington, DC 20007

Order Sep 00:15:00

Estimate # 1194

Alt Order # 06144636

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PA-Democrat

Priority P-3

Advertiser Ref

Primary Account Executive

Kristen Waskie

Account Executive Order% Start Date End Date

Kristen Waskie 100%

Order Share 100% Market Value 91290

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	34	\$77,596.50	\$91,290.00	0.00	10/01/12	10/22/12	34	\$77,596.50	\$91,290.00
Totals	34	\$77,596.50	\$91,290.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WKMG	10/16/12	10/22/12	M-F 11p News M-F 11p News	CM	11-1135p	MTWTF--	:30	3	\$2,500.00	P-3	0.00	NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/16/12	10/22/12	MTWTF--		3			\$2,500.00			0.00			
N 2	WKMG	10/16/12	10/22/12	11-12p Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/16/12	10/22/12	MTWTF--		2			\$900.00			0.00			
N 3	WKMG	10/16/12	10/22/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	MTWTF--	:30	3	\$725.00	P-3	0.00	NM	3	\$2,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/16/12	10/22/12	MTWTF--		3			\$725.00			0.00			
N 4	WKMG	10/16/12	10/22/12	Morn News at 5a Morn News at 5a	CM	5-530a	MTWTF--	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			



WKMG

Print Date: 08/30/12

Page 2 of 4

Contract / Revision **248281** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 05/15/12/ 08/28/12

Order Sep 00:15:00

Advertiser **Democratic Congressional** Product **DCCC**

Estimate # **1194**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WKMG	10/16/12	10/22/12	Morn News at 5a Morn News at 5a	CM	5-530a	MTWTF--	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			1		\$350.00		0.00				
N 5	WKMG	10/16/12	10/22/12	Morn News at 530a Morn News at 530a	CM	530-6a	MTWTF--	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			1		\$400.00		0.00				
N 6	WKMG	10/16/12	10/22/12	News at 6p News at 6p	CM	6-630p	MTWTF--	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			2		\$800.00		0.00				
N 7	WKMG	10/16/12	10/22/12	Morn News at 6a Morn News at 6a	CM	6-7a	MTWTF--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			1		\$500.00		0.00				
N 8	WKMG	10/16/12	10/22/12	CBS Evening News CBS Eve News	CM	630-7p	MTWTF--	:30	2	\$1,500.00	P-3	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			2		\$1,500.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	10/16/12-10/22/12		CBS Evening News		630-7p	MTWThF----	:30		(\$1,500.00)		0.00	NM		
See MG 8.3,8.4															
[4 Political]															
3	WKMG	10/16/12-10/19/12		Morn News at 6a		6-7a	-TWThF----	:30		\$750.00		0.00	NM		
Ⓜ MG for 8.1 10/22															
4	WKMG	10/16/12-10/19/12		Morn News at 6a		6-7a	-TWThF----	:30		\$750.00		0.00	NM		
Ⓜ MG for 8.1 10/22															
N 9	WKMG	10/16/12	10/22/12	News at 7p News at 7p	CM	7-7:30p	MTWTF--	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			2		\$900.00		0.00				
N 10	WKMG	10/16/12	10/22/12	CBS This Morning The Early Show	CM	7-9a	MTWTF--	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			1		\$400.00		0.00				
N 11	WKMG	10/16/12	10/22/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	MTWTF--	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			2		\$300.00		0.00				
N 12	WKMG	10/19/12	10/19/12	Fri Prime 10p Blue Bloods	CM	10-11p	----1--	:30	1	\$9,500.00	P-3	0.00	NM	1	\$9,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----1--			1		\$9,500.00		0.00				
N 13	WKMG	10/19/12	10/19/12	Fri Prime 9p CSI:NY	CM	9-10p	----1--	:30	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----1--			1		\$8,000.00		0.00				
N 14	WKMG	10/20/12	10/20/12	7-9a CBS This Morn Sa 7-9a Sat Early Show	CM	7-9a	-----1-	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



WKMG

Print Date: 08/30/12

Page 3 of 4

Contract / Revision

248281

Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 05/15/12/ 08/28/12

Order Sep 00:15:00

Advertiser Democratic Congressional Product DCCC

Estimate # 1194

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 14	WKMG	10/20/12	10/20/12	7-9a CBS This Morn SaCM 7-9a Sat Early Show	CM	7-9a	-----1-	:30	1	\$450.00	P-3	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----1-	1		\$450.00		0.00					
N 15	WKMG	10/21/12	10/21/12	Sun Prime 10-11p NYC 22	CM	10-11p	-----1	:30	1	\$5,500.00	P-3	0.00 NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----1	1		\$5,500.00		0.00					
N 16	WKMG	10/21/12	10/21/12	Face The Nation Face The Nation	CM	1030-11a	-----1	:30	1	\$1,700.00	P-3	0.00 NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----1	1		\$1,700.00		0.00					
N 17	WKMG	10/21/12	10/21/12	Sun 11p News after NFLCM Sun 11p News after NFL	CM	Late News	-----1	:30	1	\$3,500.00	P-3	0.00 NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----1	1		\$3,500.00		0.00					
N 18	WKMG	10/21/12	10/21/12	Sun 630p News No Show/NFL gm2	CM	630-7p	-----1	:30	1	\$815.00	P-3	0.00 NM	2	\$815.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----1	1		\$815.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WKMG	10/15/12-10/21/12		Sun 630p News	630-7p		-----Su	:30	(\$815.00)	0.00	NM			
See MG 18.2,18.3 [NEED MG]														
2	WKMG	10/16/12-10/17/12		Morn News at 6a	6-7a		-TW-----	:30	\$410.00	0.00	NM			
Ⓜ MG for 18.1 10/21														
3	WKMG	10/18/12-10/19/12		Morn News at 6a	6-7a		---ThF----	:30	\$405.00	0.00	NM			
Ⓜ MG for 18.1 10/21														
N 19	WKMG	10/21/12	10/21/12	Sun Prime 7-8p Sun 7-8p	CM	7-8p	-----1	:30	1	\$8,500.00	P-3	0.00 NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----1	1		\$8,500.00		0.00					
N 20	WKMG	10/16/12	10/16/12	Tue Prime 8p NCIS	CM	8-9p	-1-----	:30	1	\$13,000.00	P-3	0.00 NM	1	\$13,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-1-----	1		\$13,000.00		0.00					
N 21	WKMG	10/16/12	10/16/12	Tue Prime 9p NCIS:LA	CM	9-10p	-1-----	:30	1	\$10,000.00	P-3	0.00 NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-1-----	1		\$10,000.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WKMG	10/15/12-10/21/12		Tue Prime 9p	9-10p		-T-----	:30	(\$10,000.00)	0.00	NM			
See MG 21.2 [Second Presidential Debate 9-11p]														
2	WKMG	10/21/12-10/21/12		Sun Prime 9-10p	9-10p		-----Su	:30	\$10,000.00	0.00	NM			
Ⓜ MG for 21.1 10/16														
N 22	WKMG	10/17/12	10/17/12	Wed Prime 10p CSI	CM	10-11p	--1----	:30	1	\$10,000.00	P-3	0.00 NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	--1----	1		\$10,000.00		0.00					
N 23	WKMG	10/20/12	10/20/12		CM	5-7a	-----1-	:30	1	\$200.00	P-3	0.00 NM	1	\$200.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
				5-7a Sat News											
				Sat 5-7a News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	-----1-		1		\$200.00		0.00					
														Totals	34 \$91,290.00



WKMG

ORDER

Print Date 08/30/12

Page 1 of 4

Flight Dates 10/23/12-10/29/12

Contract / Revision

248283 /

Product

DCCC

Original Date / Revision

05/15/12 08/28/12

Agency Com 15%

Billing Contact

Advertiser Democratic Congressional C

1010 Wisconsin Avenue NW
Suite 800
Washington, DC 20007

Agency Great American Media

Buying Contact

1010 Wisconsin Avenue NW
Suite 800
Washington, DC 20007

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1193

Alt Order # 06144657

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PA-Democrat

Priority P-3

Advertiser Ref

Primary Account Executive

Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 152625

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	50	\$123,143.75	\$144,875.00	0.00	10/01/12	10/28/12	50	\$123,143.75	\$144,875.00
November 2012	8	\$6,587.50	\$7,750.00	0.00	10/29/12	10/29/12	8	\$6,587.50	\$7,750.00
Totals	58	\$129,731.25	\$152,625.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WKMG	10/23/12	10/29/12	M-F 11p News M-F 11p News	CM	11-1135p	MTWTF--	:30	3	\$2,500.00	P-3	0.00	NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	MTWTF--					3	\$2,500.00		0.00			
N 2	WKMG	10/23/12	10/29/12	M-F David Letterman David Letterman	CM	1136p-1238a	MTWTF--	:30	5	\$725.00	P-3	0.00	NM	5	\$3,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	MTWTF--					5	\$725.00		0.00			
N 3	WKMG	10/23/12	10/29/12	11-12p Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	MTWTF--					2	\$900.00		0.00			
N 4	WKMG	10/23/12	10/29/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	MTWTF--	:30	5	\$725.00	P-3	0.00	NM	5	\$3,625.00



WKMG

Print Date: 08/30/12

Page 2 of 4

Contract / Revision **248283** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 05/15/12/ 08/28/12

Order Sep 00:15:00

Advertiser **Democratic Congressional** Product **DCCC**

Estimate # **1193**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 4	WKMG	10/23/12	10/29/12	Local 6 News 12-1230p CM Local 6 News 12-1230p		12-1230p	MTWTF--	:30	5	\$725.00	P-3	0.00 NM	5	\$3,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--		5			\$725.00		0.00			
N 5	WKMG	10/23/12	10/29/12	Morn News at 5a CM Morn News at 5a		5-530a	MTWTF--	:30	2	\$350.00	P-3	0.00 NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--		2			\$350.00		0.00			
N 6	WKMG	10/23/12	10/29/12	News at 5p CM News at 5p		5-530p	MTWTF--	:30	5	\$700.00	P-3	0.00 NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--		5			\$700.00		0.00			
N 7	WKMG	10/23/12	10/29/12	Morn News at 530a CM Morn News at 530a		530-6a	MTWTF--	:30	2	\$400.00	P-3	0.00 NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--		2			\$400.00		0.00			
N 8	WKMG	10/23/12	10/29/12	News at 6p CM News at 6p		6-630p	MTWTF--	:30	3	\$800.00	P-3	0.00 NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--		3			\$800.00		0.00			
N 9	WKMG	10/23/12	10/29/12	Morn News at 6a CM Morn News at 6a		6-7a	MTWTF--	:30	2	\$500.00	P-3	0.00 NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--		2			\$500.00		0.00			
N 10	WKMG	10/23/12	10/29/12	CBS Evening News CM CBS Eve News		630-7p	MTWTF--	:30	3	\$1,500.00	P-3	0.00 NM	4	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--		3			\$1,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
2	WKMG	10/23/12-10/29/12		CBS Evening News		630-7p	MTWThF----	:30		(\$1,500.00)		0.00 NM		
See MG 10.4, 10.5														
[Oversold]														
4	VKMG	10/23/12-10/26/12		Morn News at 6a		6-7a	-TWThF----	:30		\$750.00		0.00 NM		
Ⓜ MG for 10.2 10/29														
5	VKMG	10/23/12-10/26/12		Morn News at 6a		6-7a	-TWThF----	:30		\$750.00		0.00 NM		
Ⓜ MG for 10.2 10/29														
N 11	WKMG	10/23/12	10/29/12	News at 7p CM News at 7p		7-7:30p	MTWTF--	:30	2	\$900.00	P-3	0.00 NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--		2			\$900.00		0.00			
N 12	WKMG	10/23/12	10/29/12	CBS This Morning CM The Early Show		7-9a	MTWTF--	:30	1	\$400.00	P-3	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--		1			\$400.00		0.00			
N 13	WKMG	10/23/12	10/29/12	9-10a Rachael Ray CM Rachael Ray		9-10a	MTWTF--	:30	2	\$300.00	P-3	0.00 NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--		2			\$300.00		0.00			
N 14	WKMG	10/26/12	10/26/12	Fri Prime 10p CM Blue Bloods		10-11p	----2--	:30	2	\$9,500.00	P-3	0.00 NM	2	\$19,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			



WKMG

Print Date: 08/30/12

Page 3 of 4

Contract / Revision 248283 Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 05/15/12/ 08/28/12

Order Sep 00:15:00

Advertiser Democratic Congressional Product DCCC

Estimate # 1193

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 14	WKMG	10/26/12	10/26/12	Fri Prime 10p Blue Bloods	CM	10-11p	----2--	:30	2	\$9,500.00	P-3	0.00	NM	2	\$19,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	----2--			2		\$9,500.00		0.00				
N 15	WKMG	10/27/12	10/27/12	Sat 11p News Sat 11p News	CM	11-1135p	-----1-	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----1-			1		\$2,000.00		0.00				
N 16	WKMG	10/27/12	10/27/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----1-	:30	1	\$675.00	P-3	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----1-			1		\$675.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	10/22/12-10/28/12		Sat 6p News		6-630p	-----Sa--	:30		(\$675.00)		0.00	NM		
See MG 16.2															
[Program not airing due to NCAA Football]															
2	WKMG	10/23/12-10/26/12		News at 5p		5-530p	-TWThF----	:30		\$675.00		0.00	NM		
Ⓜ MG for 16.1 10/27															
N 17	WKMG	10/27/12	10/27/12	7-9a CBS This Morn Sa 7-9a Sat Early Show	CM	7-9a	-----1-	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----1-			1		\$450.00		0.00				
N 18	WKMG	10/27/12	10/27/12	Sat Prime 9p Crimetime Sat	CM	9-10p	-----1-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----1-			1		\$3,000.00		0.00				
N 19	WKMG	10/28/12	10/28/12	Sun Prime 10-11p NYC 22	CM	10-11p	-----1	:30	1	\$5,500.00	P-3	0.00	NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----1			1		\$5,500.00		0.00				
N 20	WKMG	10/28/12	10/28/12	Face The Nation Face The Nation	CM	1030-11a	-----1	:30	1	\$1,700.00	P-3	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----1			1		\$1,700.00		0.00				
N 21	WKMG	10/28/12	10/28/12	Sun 11p News Sun 11p News	CM	11-1135p	-----1	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----1			1		\$3,500.00		0.00				
N 22	WKMG	10/28/12	10/28/12	AFC Wildcard NO GAME PREEMPT	CM	various (4:15 PM-7:00 PM)	-----	:30	0	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----1			1		\$10,000.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	10/22/12-10/28/12		AFC Wildcard		various	(4:15 PM-7:00 P-----Su	:30		(\$10,000.00)		0.00	NM		
See MG 22.2															
[need mg offer]															
2	WKMG	10/28/12-10/28/12		NFL Game 1		various	-----Su	:30		\$10,000.00		0.00	NM		
Ⓜ MG for 22.1 10/28															
N 23	WKMG	10/28/12	10/28/12	6-830a Sun News 6-830a Sun News	CM	6a-830a	-----1	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



WKMG

Print Date: 08/30/12

Page 4 of 4

Contract / Revision **248283** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 05/15/12/ 08/28/12

Order Sep 00:15:00

Advertiser **Democratic Congressional** Product **DCCC**

Estimate # **1193**

													Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
N 23	WKMG	10/28/12	10/28/12	6-830a Sun News 6-830a Sun News	CM	6a-830a	-----1	:30	1	\$250.00	P-3	0.00 NM	1	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----1					1	\$250.00		0.00			
N 24	WKMG	10/28/12	10/28/12	Sun Prime 7-8p Sun 7-8p	CM	7-8p	-----1	:30	1	\$8,500.00	P-3	0.00 NM	1	\$8,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----1					1	\$8,500.00		0.00			
N 25	WKMG	10/28/12	10/28/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$2,100.00	P-3	0.00 NM	1	\$2,100.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----1					1	\$2,100.00		0.00			
N 26	WKMG	10/23/12	10/23/12	Tue Prime 8p NCIS	CM	8-9p	-2-----	:30	2	\$13,000.00	P-3	0.00 NM	2	\$26,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-2-----					2	\$13,000.00		0.00			
N 27	WKMG	10/23/12	10/23/12	Tue Prime 9p NCIS:LA	CM	9-10p	-1-----	:30	1	\$10,000.00	P-3	0.00 NM	1	\$10,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-1-----					1	\$10,000.00		0.00			
N 28	WKMG	10/24/12	10/24/12	Wed Prime 10p CSI	CM	10-11p	--1----	:30	1	\$10,000.00	P-3	0.00 NM	1	\$10,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--1----					1	\$10,000.00		0.00			
N 29	WKMG	10/24/12	10/24/12	Wed Prime 8p Survivor	CM	8-9p	--1----	:30	1	\$8,000.00	P-3	0.00 NM	1	\$8,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--1----					1	\$8,000.00		0.00			
N 30	WKMG	10/24/12	10/24/12	Wed Prime 9p Criminal Minds	CM	9-10p	--1----	:30	1	\$9,500.00	P-3	0.00 NM	1	\$9,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--1----					1	\$9,500.00		0.00			
N 31	WKMG	10/27/12	10/27/12	5-7a Sat News Sat 5-7a News	CM	5-7a	-----1-	:30	1	\$200.00	P-3	0.00 NM	1	\$200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----1-					1	\$200.00		0.00			
													Totals	58	\$152,625.00



WKMG

ORDER

Print Date 08/30/12

Page 1 of 3

Flight Dates 10/09/12-10/15/12

Contract / Revision

248282 /

Product

DCCC

Original Date / Revision

05/15/12 08/28/12

Agency Com 15%

Billing Contact

Advertiser Democratic Congressional C

1010 Wisconsin Avenue NW
Suite 800
Washington, DC 20007

Agency Great American Media

Buying Contact

1010 Wisconsin Avenue NW
Suite 800
Washington, DC 20007

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1199

Alt Order # 06144649

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PA-Democrat

Priority P-3

Advertiser Ref

Primary Account Executive

Kristen Waskie

Account Executive Order% Start Date End Date

Kristen Waskie 100%

Order Share 100% Market Value 34100

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	23	\$28,985.00	\$34,100.00	0.00	10/01/12	10/15/12	23	\$28,985.00	\$34,100.00
Totals	23	\$28,985.00	\$34,100.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKMG	10/09/12	10/15/12	M-F 11p News M-F 11p News	CM	11-1135p	MTWTF--	:30	2	\$2,500.00	P-3	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--		2			\$2,500.00		0.00				
N 2	WKMG	10/09/12	10/15/12	11-12p Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--		2			\$900.00		0.00				
N 3	WKMG	10/09/12	10/15/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	MTWTF--	:30	3	\$725.00	P-3	0.00	NM	3	\$2,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--		3			\$725.00		0.00				
N 4	WKMG	10/09/12	10/15/12	Morn News at 530a Morn News at 530a	CM	530-6a	MTWTF--	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				



WKMG

Print Date: 08/30/12

Page 2 of 3

Contract / Revision

248282

Flight Dates 10/09/12-10/15/12

Hiatus Dates

Original Date / Revision 05/15/12/ 08/28/12

Order Sep 00:15:00

Advertiser Democratic Congressional Product DCCC

Estimate # 1199

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 4	WKMG	10/09/12	10/15/12	Morn News at 530a Morn News at 530a	CM	530-6a	MTWTF--	:30	1	\$400.00	P-3	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--			1		\$400.00		0.00			
N 5	WKMG	10/09/12	10/15/12	News at 6p News at 6p	CM	6-630p	MTWTF--	:30	2	\$800.00	P-3	0.00 NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--			2		\$800.00		0.00			
N 6	WKMG	10/09/12	10/15/12	Morn News at 6a Morn News at 6a	CM	6-7a	MTWTF--	:30	1	\$500.00	P-3	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--			1		\$500.00		0.00			
N 7	WKMG	10/09/12	10/15/12	CBS Evening News CBS Eve News	CM	630-7p	MTWTF--	:30	1	\$1,500.00	P-3	0.00 NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--			1		\$1,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WKMG	10/09/12-10/15/12		CBS Evening News		630-7p	MTWThF----	:30		(\$1,500.00)		0.00 NM		
See MG 7.2,7.3 [Oversold]														
2	WKMG	10/09/12-10/12/12		Morn News at 6a		6-7a	-TWThF----	:30		\$750.00		0.00 NM		
Ⓜ MG for 7.1 10/15														
3	WKMG	10/09/12-10/12/12		Morn News at 6a		6-7a	-TWThF----	:30		\$750.00		0.00 NM		
Ⓜ MG for 7.1 10/15														
N 8	WKMG	10/09/12	10/15/12	News at 7p News at 7p	CM	7-7:30p	MTWTF--	:30	2	\$900.00	P-3	0.00 NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--			2		\$900.00		0.00			
N 9	WKMG	10/09/12	10/15/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	MTWTF--	:30	1	\$300.00	P-3	0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--			1		\$300.00		0.00			
N 10	WKMG	10/12/12	10/12/12	Fri Prime 10p Blue Bloods	CM	10-11p	----1--	:30	1	\$9,500.00	P-3	0.00 NM	1	\$9,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----1--			1		\$9,500.00		0.00			
N 11	WKMG	10/13/12	10/13/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----1-	:30	1	\$675.00	P-3	0.00 NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----1-			1		\$675.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WKMG	10/08/12-10/14/12		Sat 6p News		6-630p	-----Sa--	:30		(\$675.00)		0.00 NM		
See MG 11.2 [NEED MG OFFER]														
2	WKMG	10/09/12-10/12/12		News at 5p		5-530p	-TWThF----	:30		\$675.00		0.00 NM		
Ⓜ MG for 11.1 10/13														
N 12	WKMG	10/13/12	10/13/12	7-9a CBS This Morn Sat 7-9a Sat Early Show	CM	7-9a	-----1-	:30	1	\$450.00	P-3	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----1-			1		\$450.00		0.00			
N 13	WKMG	10/13/12	10/13/12		CM	9-10p	-----1-	:30	1	\$3,000.00	P-3	0.00 NM	1	\$3,000.00



WKMG

Print Date: 08/30/12

Page 3 of 3

Contract / Revision **248282** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 05/15/12/ 08/28/12

Order Sep 00:15:00

Advertiser **Democratic Congressional** Product **DCCC**

Estimate # **1199**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals SpotsAmount	
Sat Prime 9p Crimetime Sat															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----1-					1	\$3,000.00		0.00			
N 14	WKMG	10/14/12	10/14/12	Face The Nation	CM	1030-11a	-----1	:30	1	\$1,700.00	P-3	0.00	NM	1	\$1,700.00
				Face The Nation											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----1					1	\$1,700.00		0.00			
N 15	WKMG	10/14/12	10/14/12	Sun 11p News	CM	11-1135p	-----1	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00
				Sun 11p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----1					1	\$3,500.00		0.00			
N 16	WKMG	10/13/12	10/13/12	5-7a Sat News	CM	5-7a	-----1-	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
				Sat 5-7a News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----1-					1	\$200.00		0.00			
													Totals	23	\$34,100.00